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AUTHOR	Bustrum, Dwight, Ed.; Hallenbeck, Carol, Ed.; Rittger, Alison, Ed.
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ABSTRACT

A "how-to" book for advisers looking for creative and contemporary ways to teach journalism, this book can be a single source for a journalism class or a supplement to any high school journalism text. The book concentrates on teaching methods as well as subject matter--it tells teachers what to do and how to do it, what to say and what to write on the board, how to structure a lesson, what objectives to accomplish, and what student input and outcomes to expect. It was designed to give beginning teachers a helping hand and to provide veteran teachers with new ideas. Its 138 lessons (all by California teachers) cover every phase of a school publication production and can be adapted for a variety of situations: the semester beginning class, the year-long introductory class, or the class that puts beginners in with the production staff. The book is divided into the following chapters: (1) About Media; (2) Newsgathering; (3) News; (4) Features; (5) Editorials; (6) Reviews; (7) Sports; (8) Editing; (9) Page Design; (10) Ethics and Law; (11) Advertising; (12) Photojournalism; (13) Computers; (14) Adding Literature; (15) "30" and Out; and (16) Classroom Management. Appendixes contain codes of ethics, statements of principles, segments of the California Education Code, layout and typography terms, and a 66-item annotated bibliography of books journalism advisers have found helpful over the years. (NKA)

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